

2026

Your Monthly Guide to Cybersecurity Marketing and Communications

→ Recognizing the 55th Anniversary of “Creaper,” the world’s first computer virus, which infected ARPANET in 1971, quickly leading to “Reaper”-- the world’s first antivirus

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JANUARY 2026

THIS MONTH IN CYBER

- January 20, 2009 - More on Heartland breach: company disclosed the theft of more than 134 million credit card numbers, one of the largest breaches to date

THINGS TO DO

- Expand your network of journalists and schedule coffee meetups to get informed about their evolving beats and needs
- Hit the ground running on Q1 PR plans
- It's time to start thinking about your GEO strategy

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01 New Year's Day	02	03
04	05	06	07	08	09	10
Consumer Electronics Show						
11	12	13 Tune In: Inside the Media Minds Debuts on the N2K CyberWire Network	14	15	16	17
18	19	20	21	22	23	24
World Economic Forum Annual Meeting, Davos 2026						
	Martin Luther King, Jr. Day	Heartland Payment Systems Discloses Major Breach in 2009				
25	26 SANS Cyber Threat Intelligence Summit SC Awards Submission Deadline	27	28 Data Privacy Day	29	30	31

FEBRUARY 2026

THIS MONTH IN CYBER

- February 11, 2008 Boeing Insider Theft:
 - Greg Chung is arrested for one of the largest insider attacks in history
 - Between 1976 – 2006, Chung, of Boeing, stole approximately \$2 billion worth of aerospace documents for China

THINGS TO DO

- Regroup with your teams to refine the PR strategy and program informed by the corporate sales kickoff (SKO) takeaways
- Book your flights for RSAC
- Begin scheduling RSAC meetings

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04	05	06	07
08	09	10 Tune in to the latest episode of Inside the Media Minds	11 2006: Boeing discloses one of the largest insider threat attacks in history	12	13 Munich Security Conference	14 Valentine's Day
15	16 Presidents' Day	17	18	19	20	21
22	23	24	25	26	27	28
01	02	03	04	05	06	07

MARCH 2026

THINGS TO DO

- Keep an eye out for the Black Hat speaking deadline
- Get ready for RSAC
- Stay on top of RSAC news during the show to inform/enhance newsjacking, trend pitching and thought leadership content



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04	05	06	07
08	09	10	11	12	13	14
	Gartner Identity & Access Management Summit London		WSJ Tech Live Cybersecurity Conference (NYC)			
	HIMSS Conference (Las Vegas)					
		New IMM Episode	Women in Cybersecurity Conference (D.C.)			
15	16	17	18	19	20	21
		St. Patrick's Day				BSidesSF
22	23	24	25	26	27	28
BSidesSF	RSA Conference					
	CYBERTACOS at RSAC 	NightDragon Innovation Summit 2026				
29	30	31	01	02	03	04

APRIL 2026

THINGS TO DO

- Take advantage of the 'quiet time' after RSAC to tell the thought leadership story that coincides with your RSAC narrative
- Start developing your submissions for Forbes Cloud 100 as the submission window opens this month. Be ready to offer key metrics



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
	RH-ISAC Cybersecurity Summit (Austin)					
		Tune in to the latest episode of Inside the Media Minds				
19	20	21	22	23	24	25
		Black Hat Asia				
26	27	28	29	30	01	02

MAY 2026

THIS MONTH IN CYBER

- May 1998 - members of LOpht Heavy Industries testify in a milestone [congressional hearings](#) focusing specifically on cybersecurity
- May 2024 - notifications for more than 160 companies, including Manidant and Microsoft, begin for victims exposed in the [Snowflake breaches](#)

THINGS TO DO

- Consider research themes that center around summer themed cyber scams and safety, from kids and WFH, to vacations and travel
- It's also a time for media vacations, so consider some exclusives to place during the summer months to strengthen relationships and continue momentum

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	01	02
03	04 ILoveYou worm infects tens of millions of Windows devices (2000)	05 Happy Cinco De Mayo from CYBERTACOS	06 Blu Ventures Cyber Venture Forum	07 World Password Day Colonial Pipeline ransomware attack (2021)	08	09
10	11	12 WannaCry ransomware attack (2017) New IMM Episode	13	14	15	16
17	18	19	20	21	22	23
24 31	25 Memorial Day	26	27	28	29	30

JUNE 2026

THIS MONTH IN CYBER

- June 17, 2010 - Stuxnet discovered, a sophisticated worm that targeted Iranian nuclear facilities
- June 27, 2017 - NotPetya Ransomware attack impacts more than 12,500 computers, wiping data from enterprises across the world

THINGS TO DO

- Take a moment to reassess your 2026 predictions and evaluate follow up opportunities for updates or corrections

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 Gartner Security & Risk Management Summit National Harbor MD	02	03	04 OPM breach (2015)	05	06
		Infosecurity Europe London, UK				
07	08	09 Tune in to the latest episode of Inside the Media Minds	10	11	12	13
14	15	16	17 Stuxnet discovered on this day in 2010	18	19 Juneteenth	20
21	22 International Conference on Applied Cryptography and Network Security (ACNS): New York	23	24	25	26	27 NotPetya Ransomware attack (2017)
28	29	30	01	02	03	04

JULY 2026

THIS MONTH IN CYBER

- July 8, 2008 - Dan Kaminsky discovers, works with DHS, Cisco and Microsoft to patch and disclose [the DNS flaw](#), the severity of which was described as “everything in the digital universe was going to have to get patched”

THINGS TO DO

- How big is your research? If you can't rise above the Black Hat noise, why not make your own noise at your own time?
- If you don't have news or research, leverage researcher/executive backgrounds, experiences and hot button issues to build relationships

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	01	02	03	04 Independence Day
05	06	07	08	09	10	11
12	13	14	Aspen Security Forum (Aspen, CO)			18
		Tune in to the latest episode of Inside the Media Minds				
19	20	21	22	23	24	25
26	27	28	29	30	31 World Conference on Cyber Security	01

AUGUST 2026

THINGS TO DO

- Stay on top of Black Hat news during the show to inform/enhance newsjacking, trend pitching and thought leadership content
- Believe it or not it's already time to prep your RSAC speaking submissions, which will likely open this month



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01 Black Hat USA
02	03	04	05	06	07	08
Black Hat USA						
09	10	11 Tune in to the latest episode of Inside the Media Minds	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

SEPTEMBER 2026

THIS MONTH IN CYBER

- September 22, 2016 – Yahoo announces largest data breach in history, which impacted 3 billion users and was fined \$35 million by the SEC for failing to disclose the breach (which occurred between 2013 -2014) in a timely manner
- As early as September 2023, there was initial suspicious activity indicating that a gang of cybercriminals were social engineering their way into MGM in 2024 and end up stealing more than \$30M and send major Vegas casinos into chaos

THINGS TO DO

- Finalize next month's Cybersecurity Awareness Month thought leadership content

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	01	02	03	04	05
06	07 Labor Day	08 Tune in to the latest episode of <i>Inside the Media Minds</i>	09 10 17th Annual Billington Cybersecurity Summit D.C.		11	12
13	14	15 CYBR.SEC.CON	16	17	18	19
20	21	22 Gartner Security & Risk Management Summit London	23 Yahoo Data Breach (2016)	24	25	26
27	28	29	30	01	02	03

NOVEMBER 2026

THIS MONTH IN CYBER

- November 24, 2014 - Malware incapacitated many Sony employee computers. It was determined that the attack was sponsored by North Korea in response to the Sony movie “The Interview”

THINGS TO DO

- Focus on retail as a vertical as holiday scams are upon us
- Schedule planning discussions for 2027

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02 Morris worm (1988) (first worm)	03	04	05	06	07
08	09	10 Tune in to the latest episode of Inside the Media Minds	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
CyberMarketingCon Austin, TX			22	23	24 SolarWinds disclosure (2020)	25
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	01	02	03	04	05

DECEMBER 2026

THINGS TO DO

- Begin planning for the 2027 S4 conference
- As news cycles begin to slow, consider pitching news and research exclusives
- Log off, relax, recharge and prepare for the new year



Presented By **The Reunion @RSAC**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	01	02	03	04	05
06	07 Gartner Identity & Access Management Summit	08 Tune in to the latest episode of Inside the Media Minds	09 Log4j vulnerability becomes public (2021)	10	11	12
13 SolarWinds attack (2020)	14	15	16	17	18	19
20	21	22	23	24 Christmas Eve	25 Christmas	26
27	28	29	30	31 New Year's Eve	01	02